

Message Text

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TO USDOC WASHDC

INFO SECSTATE WASHDC 8589

AMEMBASSY BELGRADE

AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMEMBASSY MOSCOW

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMCONSUL POZNAN

UNCLAS WARSAW 2077

E.O. 11652: N/A

TAGS: BEXP, XH

SUBJECT: PLANNING FOR TRADE MISSIONS

REF: MOSCOW A-84

FOR BEWT AND OIM/TRADE MISSIONS

VIENNA FOR EWTC

1. PROPOSALS SET FORTH IN REFAIR ARE NOT ENTIRELY APPLICABLE TO POLAND DUE TO DIFFERENCES IN WAY TRADE MISSIONS ARE HANDLED HERE. CHIEF AMONG THESE DIFFERENCES IS ABSENCE OF A REQUIREMENT FOR SPONSORSHIP. TRADE MISSIONS ARE GENERALLY ORGANIZED AND PROGRAMMED BY EMBASSY/TDC WITH COOPERATION OF APPROPRIATE POLISH FTO'S AND INDUSTRIAL ORGANIZATIONS, BUT WITHOUT ASSISTANCE OR SPONSORSHIP OF POLISH CHAMBER OF FOREIGN TRADE. TRADE MISSIONS TO POLAND THEREFORE OPERATE FAR MORE FREELY THAN IN USSR. MISSION MEMBERS HAVE EASY ACCESS TO INDUSTRIAL AND RESEARCH ESTABLISHMENTS, AS WELL AS

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TO FTO'S. BY SAME TOKEN, HOWEVER, TRADE MISSIONS CALL

FOR GREAT EFFORTS BY POST PERSONNEL, WHO HAVE SOLE RESPONSIBILITY FOR COMPOSING MISSION SCHEDULE AND FOR ALL ADMINISTRATIVE AND LOGISTICAL ARRANGEMENTS. ADEQUATE LEAD TIME IS ABSOLUTELY ESSENTIAL FOR SUCCESSFUL MISSION, AND WE THOROUGHLY ENDORSE MOSCOW'S RECOMMENDATIONS ON THIS SUBJECT.

2. IDEALLY, WE WOULD PREFER THAT POSTS AND COMMERCE DEVELOP LIKELY THEMES FOR TRADE MISSIONS ONE YEAR IN ADVANCE. PLANNING SHOULD BEGIN NOW FOR FY 76. AFTER LIST OF POSSIBLE THEMES HAS BEEN COMPLETED, WE WOULD RECOMMEND THAT MARKET RESEARCH OFFICER, PERHAPS FROM EWTC VIENNA, TOUR POSTS TO NARROW LIST TO FOUR MISSIONS PER POST, WHICH WILL PERMIT TWO OR THREE OTHER MISSIONS, SUCH AS IOGA'S, TO BE ADDED TO SCHEDULE LATER. RECRUITMENT OF MISSIONS COULD THEN PROCEED ON BASIS MRO DATA.

3. FOR MISSIONS NOT PLANNED IN THIS MANNER, WE PROPOSE ADOPTION OF FOLLOWING PROCEDURE:

A) MISSION THEME AND TIMING PROPOSED BY COMMERCE TO POST,

B) POST SUBMITS ITS COMMENTS. PRESUMING MISSION IS ACCEPTABLE,

C) ADVANCE OFFICER OR MRO VISITS POST.

D) FINAL RECRUITMENT OF FIRMS BY U.S. ORGANIZER ON BASIS OF MARKET OPPORTUNITY INFORMATION DEVELOPED AND SUBMITTED BY ADVANCE OFFICER OR MRO.

E) SUBMISSION OF LIST OF MEMBER FIRMS, COMPANY LITERATURE, IA-1049'S, TO POST, AT LEAST TWO MONTHS PRIOR TO MISSION'S ETA.

4. WE REALIZE THAT SITUATION IN POLAND VARIES FROM THAT OF USSR AND SOME OTHER EASTERN EUROPEAN POSTS. WE HOPE NONETHELESS THAT OUR SITUATION CAN BE TAKEN INTO ACCOUNT IN ANY REVISION OF PRESENT PRACTICES IN PLANNING E E UNCLASSIFIED

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MISSIONS.

5. WARSAW'S RECOMMENDATIONS FOR PRODUCT THEMES TO BE PROMOTED IN FY 75 AND FY 76 WERE SUBMITTED IN TDC ANNUAL REPORT (WARSAW A-366 OF NOVEMBER 15, 1973) AND IN ECONOMIC TRENDS REPORT (WARSAW A-77 OF FEBRUARY 27, 1974.) DAVIES

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